

Message Text

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PAGE 01 ATHENS 02115 081615Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----081752Z 073753 /53

R 081515Z MAR 77
FM AMEMBASSY ATHENS
TO USDOC WASHDC
INFO SECSTATE WASHDC 9408
AMCONSUL THESSALONIKI

UNCLAS ATHENS 2115

E.O. 11652: N/A
TAGS: BEXP, GR
SUBJECT: CATALOGUE SHOW AT "INDEX 77," SEPTEMBER 26 -
OCTOBER 2, 1977

REF: (A) 76 ATHENS A-192, (B) 76 ATHENS 5672

1. AS REPORTED IN REF A, EMBASSY STRONGLY ENDORSES RECOMMENDATION FOR COMMERCE-SPONSORED CATALOGUE SHOW DURING INDEX '77, SCHEDULED FROM SEPTEMBER 26 - OCTOBER 2. 1976 INDEX EXHIBITION SHOWED MARKED IMPROVEMENT IN APPEARANCE AND ORGANIZATION AND IS CONSIDERED ONE OF MOST IMPORTANT SPECIALIZED TRADE EVENTS IN GREECE

2. IN ABSENCE OF CATALOGUE SHOW, EMBASSY ORGANIZED MIXED PARTICIPATION DURING 1976 INDEX WHICH INCLUDED BUSINESS DEVELOPMENT CENTER, VSMF MICROFILM SYSTEM, REPRESENTATIVE OF STATE OF OHIO, AND EXHIBITS BY FIVE LOCAL AGENTS OF AMERICAN FIRMS. THE RESPONSE TO THIS EFFORT WAS STRONG AND WOULD JUSTIFY DESIGNATION OF INDEX 1977 FOR OFFICIAL CATALOGUE SHOW. OVERALL 1976 INDEX EXHIBITION OCCUPIED 5,300 SQUARE METERS AND ATTRACTED 23,000 REGISTERED VISITORS INCLUDING SENIOR REPRESENTATIVES OF LEADING LOCAL FIRMS. THIS EVENT OFFERS GOOD CROSS-SECTION OF GREEK DISTRIBUTORS, DEALERS, AND MANUFACTURERS AND IS, THEREFORE, IDEAL OPPORTUNITY FOR NTM FIRMS INTERESTED IN REPRESENTATION IN GREECE.

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PAGE 02 ATHENS 02115 081615Z

3. EFFECTIVE CATALOGUE SHOW SHOULD INCLUDE ONE OR MORE OF FOLLOWING PRODUCT AREAS, ALL OF WHICH WERE IN PARTICULAR DEMAND DURING PAST TWO INDEX EXHIBITIONS:

(A) SOLAR ENERGY SYSTEMS, (B) POLLUTION CONTROL EQUIPMENT, (C) PACKING, PACKAGING AND MATERIALS HANDLING MACHINERY, (D) INDUSTRIAL PLASTICS AND CHEMICALS, AND (E) ELECTRONIC COMPONENTS AND KITS. SOLAR ENERGY SYSTEMS IS SINGLE PRODUCT

AREA NOW IN GREATEST DEMAND; HOWEVER, GENERAL NATURE OF INDEX
WOULD PERMIT COMBINATION OF OTHER PRODUCTS NOTED ABOVE.

4. SPACE RENTAL, CONSTRUCTION, PRINTING, HOSPITALITY, AND OTHER
COSTS CAN BE HELD UNDER DOLLARS 7,000
PLEASE ADVISE.
MILLS

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Executive Order: N/A
Errors: N/A
Expiration:
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Handling Restrictions: n/a
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Legacy Key: link1977/newtext/t19770384/aaaacvve.tel
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Original Handling Restrictions: n/a
Original Previous Classification: n/a
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Status: NATIVE
Subject: CATALOGUE SHOW AT \INDEX 77,\ SEPTMBER 26 - OCTOBER 2, 1977
TAGS: BEXP, GR
To: COM
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